



12 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further virtues

12 POINT ROMAN, LINOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for

12 POINT ROMAN, MONOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

12 POINT ROMAN, LUDLOW

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18 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are

30 POINT ROMAN, LINOTYPE

nts—practical, and aesthetic—blend into each other and make only o

48 POINT ROMAN, MONOTYPE

Useful in narrow measures.

72 POINT ROMAN, MONOTYPE

Instructor LEADS

AMERICAN TYPE FOUNDERS 24

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LINOTYPE 24

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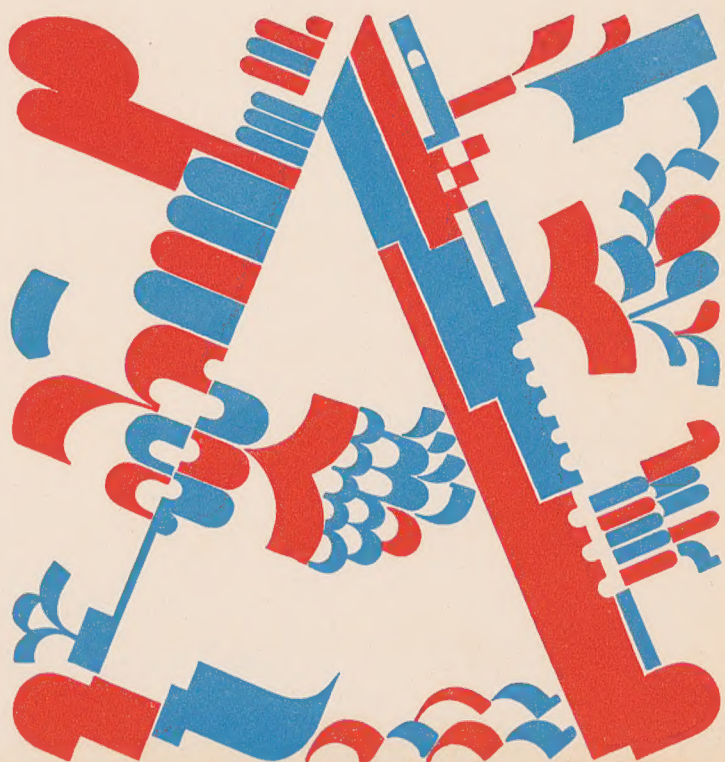
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Specimens of the type face known as

Cheltenham

printed on EASTERN'S

Atlantic Bond



ARRIVED FROM CHINA by caravan over remote frontiers, bales of a strange fabric marked for delivery to merchants in Arabia & eagerly awaited there: fibers of cellulose shredded in water, shaken into a felt, & dried flat and smooth so you could write on it. A remarkable fabric, valuable to savants seeking to set down in script their thoughts about the universe—a web of potency—terrific forces woven into it—prized so much by the Arabians that they puzzled out the method of its manufacture and made their own...and handed on both method and material (via Crusaders returning from an unsuccessful war) to western Europe...where the substance was put to a use that changed the course of human destiny



Eastern's Atlantic Bond takes the guesswork out of presswork by providing sheets of uniform thickness and finish, with a surface that is specially treated to eliminate fuzz and lint. You can always depend upon Eastern's Atlantic Bond to give easy performance take clean, sharp, uniform

impressions with less trouble, fewer shutdowns, and with less time out for make-ready. Truly a printer's paper, this crisp, crackling, genuinely watermarked sheet offers exceptional value. For better results, use Eastern's Atlantic Bond for letterheads, envelopes, and all types of business forms

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12 POINT ITALIC, A.T.F.

Only such artistic graces are permitted to type characters as can be slipped in without interfering with use—i.e., easy reading. A type letter that forces itself upon your attention—while you are

12 POINT ITALIC, LINOTYPE

Only such artistic graces are permitted to type characters as can be slipped in without interfering with use—i.e., easy reading. A type letter that forces itself upon your attention—while you

12 POINT ITALIC, MONOTYPE

Only such artistic graces are permitted to type characters as can be slipped in without interfering with use—i.e., easy reading. A type letter that forces itself upon your attention—while you are reading—

12 POINT ITALIC, LUDLOW

Only such artistic graces are permitted to type characters as can be slipped in without interfering with use—i.e., easy reading. A type letter that forces itself upon your attention—

18 POINT ITALIC, A.T.F.

found to have been satisfied, we go on to look for further virtues that fulfill the requirements of "art." The two sets of requireme

30 POINT ITALIC, LINOTYPE

ne set, really. But it is convenient to look up o n the practical part of

48 POINT ITALIC, A.T.F.

Comprehensive information

72 PT. BOLD, ROMAN, LUDLOW

Design INSET

MONOTYPE 24

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abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LUDLOW 24

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